

	!	H!	Course #	Course Title	Min. Grade	GEC	Prerequisite	Additional Notes	
FIRST YEAR	FALL	!	3	ENGL 1301		C	010	Satisfactory scores on English portion of ACT test and TSI examination or ENGL 0301.	
		!	3	MATH	<i>Mathematics</i>		C	020	Recommend: MATH 1314 or 1414 or 1324 or 1324 as these are accepted as a prerequisite for ACCT 2301 and QUMT 2341 in this degree.
			3	HIST 1301	U.S. History I			060	
			4		<i>Life and Physical Sciences</i>			030	See General Education Core for course options.
			3	MGMT 1301	Introduction to Business		C		
					UNIV 1301	Learning Framework			
16 Semester Total Hours									
FIRST YEAR	SPRING	!	3	ENGL 1302		C	010	A grade of 'C' or better in ENGL 1301 or ENGL 1387.	
			3	HIST 1302	U.S. History II			060	
			4		<i>Life and Physical Sciences</i>			030	See General Education Core for course options.
		!	3	ECON 2301	Principles of Macroeconomics		C	080	
			3	QUMT 2398 or INFS 2398	<i>Integrative and Experiential Learning</i>			090	Prerequisites may apply.
16 Semester Total Hours									
0 Semester Total Hours									
SECOND YEAR	FALL	!	3	ACCT 2301		C		MATH 1314, MATH 1414, MATH 1324, or MATH 1325.	
			3	POLS 2301	U.S. & Texas Government & Politics I			070	
			3		<i>Language, Philosophy & Culture</i>			040	See General Education Core for course options.
			3	INFS 2300	Data Modeling Management Tools		C		Computer proficiency. For issues with registration email cobeadmit@utrgv.edu
			3	ECON 2302	Principles of Microeconomics		C		ECON 2301 with a grade of 'C' or better.
		15 Semester Total Hours							
SECOND YEAR	SPRING	!	3	ACCT 2302		C		ACCT 2301 with a 'C' or better.	
			3	POLS 2302	U.S. & Texas Government & Politics II			070	
			3		<i>Creative Arts</i>			050	See General Education Core for course options.
			1	x1xx	<i>Integrative and Experiential Learning</i>			090	See General Education Core for course options.
		!	3	QUMT 2341	Business Statistics I		C		MATH 1314 or MATH 1414 or MATH 1324 or MATH 1325; and computer proficiency or INFS 1301.
13 Semester Total Hours									
0 Semester Total Hours									

Symbols Key

Critical (!): sequence sensitive course.

Minimum Grade: A - Excellent; B - Good; C - Satisfactory; D - Below Average; CR - Credit; P - Passing; S - Satisfactory.

General Education Core (GEC) Sections: 010 - Communication; 020 - Mathematics; 030 - Life and Physical Sciences; 040 - Language, Philosophy & Culture; 050 - Creative Arts; 060 - American History; 070 - Government/Political Science; 080 - Social and Behavioral Sciences; 090 - Computer Application; 090 - Interdisciplinary; 090 - Science Labs; 090 - Wellness.

Language Proficiency Requirement: Student is required to demonstrate language proficiency in a language other than English at the undergraduate level equivalent to a minimum of six credits.

		H	Course #	Course Title	Min. Grade	GEC	Prerequisite	Additional Notes	
THIRD YEAR	FALL	3	MARK 3300	Principles of Marketing	c		Admission to the College of Business and Entrepreneurship or junior standing plus departmental approval.		
		3	FINA 3380	Introduction to Finance	c		ACCT 2301, ACCT 2302, and ECON 2301.		
		3	MGMT 3361	Principles of Management	c		51 credit hours completed.		
		3	MARK	<i>Certificate or Non-Certificate</i>	c			See Degree Plan for course options.	
		3	ACCT 3326 or INFS 3390	<i>Mgmt. Information Systems Component</i>	c			Prerequisites may apply.	
			15 Semester Total Hours						
	SPRING	3	MARK 3320 or MGMT 3335 or COMM 3313	<i>Business Communications Component</i>	c			Prerequisites may apply.	
		3	QUMT 3341	Business Statistics II	c		QUMT 2341.		
		3	MARK 3310 or INFS 3380 or ACCT 3350 or ECON 3353 or FINA 4381 or INTB 3330 or MGMT 4311.	<i>International Business Component</i>	c			Prerequisites may apply.	
		3	MARK	<i>Certificate or Non-Certificate</i>	c			See Degree Plan for course options.	
		3	MARK 3340	Consumer Behavior	c		Junior standing.		
			15 Semester Total Hours						
	SUMMER								
				0 Semester Total Hours					
	FOURTH YEAR	FALL	3	MARK 4350	Marketing Research	c		QUMT 2341.	
3			MARK	<i>Certificate or Non-Certificate</i>	c			See Degree Plan for course options.	
3			BLAW 3337	Business Law I	c		Junior Standing.		
3			MARK	<i>Certificate or Non-Certificate</i>	c			See Degree Plan for course options.	
3			MARK	<i>Certificate or Non-Certificate</i>	c			See Degree Plan for course options.	
		15 Semester Total Hours							
SPRING		3	MARK	<i>Certificate or Non-Certificate</i>	c			See Degree Plan for course options.	
		3	MARK	<i>Certificate or Non-Certificate</i>	c			See Degree Plan for course options.	
		3	MARK 3330 or MGMT 4304 or ACCT 4350	<i>Ethics Component</i>	c			Prerequisites may apply.	
		3	MARK 4399	Marketing Strategy (Capstone)	c		MARK 3300.	Capstone course. This course should be taken in the semester in which the student is graduating.	
		3	MGMT 4389	Strategic Management	c		Department approval is required. This course should be taken in the semester in which the student is graduating.		
		15 Semester Total Hours							
SUMMER									
				0 Semester Total Hours					

Graduation Requirements

120 TOTAL HOURS
(60) TOTAL ADVANCED HOURS

Approved by VCoBE: Tuesday, September 20, 2016
Revised by VCoBE: Thursday, September 29, 2016